

Press release

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Successful industry exhibitions Toy & Edu China and Baby & Stroller China set to relocate to Shenzhen in 2020

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GZTF19 final report eng

2019 marked another successful year for Toy & Edu China and the concurrent Baby & Stroller China, with Toy & Edu China renamed this year to reflect the opportunities in the growing educational market in China. The three-day fairs attracted 7% more visitors than the 2018 edition, with a total of 60,508 visitors from 66 countries and regions (2018: 56,549) attending the shows. The positive feedback received from both exhibitors and visitors provides a solid foundation for the show's relocation to Shenzhen in 2020.

“The show's renaming to Toy & Edu China reflects the strength of the educational products market in China and the wide range of products available at the fair, which in turn attracted more buyers from this sector. Thanks to the strong potential in China's toy market, an increasing number of overseas companies are joining leading Chinese suppliers to meet their target buyers at the fairs. Furthermore, the higher visitor attendance reinforces the fairs' position as Southern China's most effective sourcing platforms. We are therefore confident that next year's relocation of the two shows to Shenzhen, which boasts strong economic growth and an increasing emphasis on the cultural and creative industry, will provide even greater business opportunities for our exhibitors and visitors,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd, said.

Licensing market potential on the rise

The fair's Animation & Character Licensing Zone has been in the limelight in recent editions due to the potential of the licensing market in China. This year, a wide range of character licensing and licensed products were presented at the fair. Chinese company Zhong Shang Xin Tai Toys Co. Ltd was satisfied with the results. “We aim to connect with more clients so as to promote our brand more broadly. We are glad that we reached buyers from over 10 countries including in Southeast Asia and India,” Mr Guo Si Fan, Marketing Director said.

Showcasing in the International Zone, the Taiwanese licensor Pyi Pyi Family Gifts Co. Ltd also saw good opportunities at the show. “There are many clients who showed interest in cooperating with us. The China market is becoming more mature, and the fair is great in gathering the factories from Guangdong Province, which are our potential partners,” Mr Peter Huang, President said.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

Taking the market prospects into consideration, Licensing China will be newly launched with Toy & Edu China and Baby & Stroller China at the Shenzhen World Exhibition & Convention Center in 2020. “We expect that the three concurrent fairs will attract more buyers from the toy, stroller, mother & baby product and licensing sectors,” Ms Wendy Wen concluded.

Exhibitors’ opinions

“This is an excellent platform to reach out to buyers in the market. We found great potential and opportunities in China. We reached our target buyers from different fields including the toy and gift, bookstore and other sectors. This fair has directly and effectively benefited our business.”

Ms Han Xiao Ming, Plush market manager, Ty Inc, USA

“We achieved a lot last year, and also got in touch with an exclusive Chinese agent, so we decided to return this year. We found buyers from themed restaurants, children’s parks and shopping malls. We met Indian and Mexican buyers here and we established partnerships with about 20 new clients. We have had a satisfactory experience with this fair, so we will continue to join in future.”

Mr Gavin Li, Sales Director, Kidkii, Denmark

“The fair has been very busy! We return to this fair because we know we can meet Chinese buyers and gain experience from these meetings. This fair allows us to plan our market strategies and targets in Mainland China. The big population growth and more disposable income mean that parents can spend more on educational products. Our educational products are becoming very popular in recent years.”

Mr Philip Ma, Managing Director, Bomballoon International, Hong Kong

“We have been exhibiting in this fair for years because this is a very professional toy and education fair in China. The result is always promising every year. Exhibiting in this fair enables us to stay in-tune with market trends and demand. We have already lined up new clients and distribution channels, and we believe it will stimulate our sales volume.”

Mr Ken Huang, Vice President, Topbright Animation Corporation, China

“In each edition, we reach out to over 20 new clients. We connected with overseas buyers, boutique retailers, toy retailers and buyers from other channels. Buyers from famous brands including Walmart and Kidswant also visited us. This fair is a very effective advertising channel for us and we got good results in launching new products.”

Ms Xu Xing, Branding Director, Guangdong Qman Culture Communication Co., Ltd, China

Buyers’ comments

“I am looking for baby products like toys, strollers, carriers, bags and play mats. There are a lot of options here, and they are of good quality. I have been surprised by the good quality of the Chinese exhibitors.”

Ms Maria Isse Moyano, Commercial Executive, Mum’s and Baby’s,

Argentina

“It’s a great chance to meet local manufacturers. We can discuss in great details what we want – with customised functions for different toys. They can provide many options for us. We have had many good discussions with Chinese and international companies, including licensed toys with series like Marvel, which is very interesting for us.”

Ms Tiffany Tin Su Hlaing, General Secretary, Myanmar Retailers Association, Myanmar

“We have visited this fair seven times. We check out the latest products at each edition. There are always new selections for us. With China’s economic development and more emphasis on early education, parents are more willing to spend on their kids. There is an increasing demand for early childhood educational toys and the fair is a perfect sourcing platform for such products.”

Mr Tong Bo, Sourcing Manager, Changsha Yulin Toys, China

“It takes us three full days to check out the interesting exhibitors and products at this fair. We found a huge number of potential exhibitors here. We have placed orders with over 10 exhibitors whose prices are reasonable.”

Ms Ke Chang Yong, Xiyangyang Toys Wholesale, China

Experts shared the latest insights in the fringe programme

Apart from business connections, the fringe programme events throughout the fair also provided participants with invaluable information about the market trends. “China is the most dynamic, growing consumer market in the world. It’s a huge opportunity for Western companies who are willing to make the effort to come here and do business,” Mr Richard Gottlieb, CEO of Global Toy Experts said at the Toy Talks Forum. Another speaker, Ms Jo Hall, Chief Commercial Officer – Greater China & Southeast Asia of Toys“R”Us Asia was also delighted to connect with the audience in China. “This forum is the easiest way for me to tell manufacturers here in China that we’re open for business, and give them some ideas as to how they can work with us.”

In addition, the Licensing Forum together with the business matching section taking place alongside, facilitated the connection between licensors and potential partners. “This forum is useful to us as the speakers have elaborated lively on the topic and have covered the licensing business in different aspects. It also serves as an opportunity for us to line up with the licensing companies,” Mr Paul Lam, CEO of Champion Scheme said after attending the event.

Toy & Edu China, Baby & Stroller China and Licensing China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. The three concurrent shows will take place from 6 to 8 March 2020 in Shenzhen World Exhibition & Convention Center. More details about the shows’ relocation and Licensing China will be announced in due course.

For more information, please visit www.chinatoyfair.com or www.chinababyfair.com.

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Download a selection of pictures from the fair

<https://guangzhou-international-toy-and-hobby-fair.hk.messefrankfurt.com/guangzhou/en/press/photos.html>

Further press information and picture material

<https://guangzhou-international-toy-and-hobby-fair.hk.messefrankfurt.com/guangzhou/en/press.html>

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018